

Introduction and Overview

Understanding the Target Audiences

Primary Audience During The Enforcement Crackdown

During the *You Drink & Drive. You Lose.* national enforcement crackdown, the primary target audience will continue to be men ages 18 to 34. Assessments of past crackdown efforts have shown that targeting this high-risk demographic group for paid-media buys for enforcement campaigns resulted in favorable outcomes.

Target Audiences During Non-Crackdown Periods

While the national enforcement crackdown serves as

cornerstone for our communications efforts, most of the year there is no national enforcement blitz or national advertising effort underway. During these periods we will address other sub-segment targets. These segments are based on extensive research by Porter Novelli. Four segments will be primary, two will be secondary, and one tertiary.

A brief description or profile of each of these target groups is outlined below to help us better understand who they are, how to reach them and some preferred ways to help motivate them.

Introduction and Overview

PRIMARY SEGMENT #1 – “RISK TAKERS”	PRIMARY SEGMENT #2 – “BLUE COLLARS”	PRIMARY SEGMENT #3 – “COLLEGE STUDENTS”	PRIMARY SEGMENT #4 – “HIGH SCHOOL STUDENTS”
<p>Demographics</p> <ul style="list-style-type: none"> Men, ages 18-29, single, without children 	<p>Demographics</p> <ul style="list-style-type: none"> Men, ages 25-35, low disposable income, low level of education, blue-collar occupations 	<p>Demographics</p> <ul style="list-style-type: none"> Men and women (male skew), ages 18-22, living in apartments or other rental housing (typically sharing living arrangements with other students) 	<p>Demographics</p> <ul style="list-style-type: none"> Adolescents (male skew), ages 16-18, still living with parents, wide range of household income levels
<p>Lifestyle and social characteristics that lead to problem behavior</p> <ul style="list-style-type: none"> Drink to unwind and/or relax Drinking is perceived as a rite of passage Feel invincible Career-driven/success-driven workaholics Highly competitive Won't acknowledge limitations Considerable job-related travel 	<p>Lifestyle and social characteristics that lead to problem behavior</p> <ul style="list-style-type: none"> Feel “stuck” in life due to limited financial resources or opportunities to improve their jobs, lifestyles or financial status Lives marked by “routines” which, during leisure periods, include frequenting the same places and regularly being with the same group of people Drinking is part of routines that offer “escape” 	<p>Lifestyle and social characteristics that lead to problem behavior</p> <ul style="list-style-type: none"> Drink to socially conform with peers Drinking perceived as a rite of passage “Experimenting” - trying new things Feel invincible Competitive and success-oriented Won't acknowledge their limitations Don't think of long-term consequences of actions 	<p>Lifestyle and social characteristics that lead to problem behavior</p> <ul style="list-style-type: none"> Drink to socially conform with peers and/or to get attention Drinking perceived as a rite of passage “Experimenting” and interested in finding out what extreme behaviors they can get away with Feel invincible Won't acknowledge their limitations (possibly not even aware of their limitations) Don't think of long-term consequences of actions
<p>Selected media and lifestyle preferences</p> <ul style="list-style-type: none"> Sports, music and pop culture dominate their interests Internet-savvy Read magazines like <i>Sports Illustrated</i>, <i>Maxim</i>, <i>Rolling Stone</i>, <i>Car & Driver</i> and <i>Hot Rod</i> Watch TV programs on cable networks like HBO, ESPN, MTV and Comedy Central 	<p>Selected media and lifestyle preferences</p> <ul style="list-style-type: none"> Negligible use of Internet Read magazines like <i>Sports Illustrated</i>, <i>Hot Rod</i>, <i>Field & Stream</i>, <i>North American Hunter</i> and <i>Guns 'n' Ammo</i> Watch TV programs on cable networks like ESPN, TNN, ESPN2, Country Music Television and Speedvision 	<p>Selected media and lifestyle preferences</p> <ul style="list-style-type: none"> Music and pop culture dominate interests Internet-savvy. The Internet is a major source for news, information and forms of interactive entertainment Don't watch a lot of TV (especially men) “Elusiveness” and diverse range of interests make them difficult to reach through conventional media (i.e., TV, radio, magazines and newspapers). 	<p>Selected media and lifestyle preferences</p> <ul style="list-style-type: none"> Music and pop culture dominate interests Internet-savvy. The Internet is a major source for news, information and forms of interactive entertainment Don't watch a lot of TV “Elusiveness” and diverse range of interests makes them difficult to reach through conventional media (i.e., TV, radio, magazines and newspapers).
<p>What we should say or show about impaired driving that would change behavior</p> <ul style="list-style-type: none"> It's cowardly, irresponsible and/or immature It's a threat to your career and financial success/future Risk through impaired driving is a negative (not a positive) 	<p>What we should say or show about impaired driving that would change behavior</p> <ul style="list-style-type: none"> It's a threat to your family and/or way of life It's a threat to your employment It's a threat to your vehicle – costly repairs, increased insurance rates You'll be identified socially in undesirable ways 	<p>What we should say or show about impaired driving that would change behavior</p> <ul style="list-style-type: none"> Facts It's cowardly, irresponsible and/or immature It's a threat to your career and financial success and future It results in legal hassles, even jail time It can be costly – car repairs, increased insurance rates It creates an “uncool” social stigma 	<p>What we should say or show about impaired driving that would change behavior</p> <ul style="list-style-type: none"> Facts It's cowardly, irresponsible and/or immature It's a threat to your acceptance to college and/or future success It results in legal hassles, even jail time It creates an “uncool” social stigma

Introduction and Overview

SECONDARY SEGMENT #1 – “SOCIAL CONFORMISTS”	SECONDARY SEGMENT #2 – “TYPE A’s”	TERTIARY SEGMENT – “NEWLY ARRIVED LATINO IMMIGRANTS”
<p>Demographics</p> <ul style="list-style-type: none"> Women, ages 21-25, in college or starting in their first professional positions 	<p>Demographics</p> <ul style="list-style-type: none"> Men, ages 35-59, high income, established in professional/managerial/high-level white collar jobs 	<p>Demographics</p> <ul style="list-style-type: none"> Men, ages 18-34, speak Spanish primarily, unaware of impaired driving laws and BAC levels
<p>Lifestyle and social characteristics that lead to problem behavior</p> <ul style="list-style-type: none"> Having fun and trying new things Have active social lives, which include frequent drinking Insecure among peer groups Appearance-conscious Easily swayed by others, especially people perceived as successful 	<p>Lifestyle and social characteristics that lead to problem behavior</p> <ul style="list-style-type: none"> Career-driven workaholics Highly competitive Won’t acknowledge limitations Feel infallible Driving is part of their work routines. In addition to daily commuting, they do a lot of job-related travel Grew up prior to major advocacy and education efforts by MADD and SADD 	
<p>Selected media and lifestyle preferences</p> <ul style="list-style-type: none"> Music and pop culture dominate their interests Internet-savvy. The Internet is a major source for news, information and forms of interactive entertainment Don’t watch a lot of TV. When they do, it’s usually entertainment and music-oriented programming Read magazines such as <i>Glamour</i>, <i>Mademoiselle</i>, <i>Cosmopolitan</i> and <i>Vogue</i> 	<p>Selected media and lifestyle preferences</p> <ul style="list-style-type: none"> Internet-savvy Read magazines like <i>Sports Illustrated</i>, <i>Time</i>, <i>Newsweek</i>, and <i>Consumer Reports</i> Watch TV programs on cable networks like ESPN, CNN, MSNBC and The Discovery Channel Frequent newspaper readers, especially for news, sports and financial information 	<p>Selected media and lifestyle preferences</p> <ul style="list-style-type: none"> Use mostly Spanish-language media (including TV and radio) Latin music aficionados; enjoy listening to live music and dancing at clubs and bars Negligible Internet use
<p>What we should say or show about impaired driving that would change behavior</p> <ul style="list-style-type: none"> Facts Empowerment; “make your own choices” Legal and moral accountability It’s a threat to your career and financial success/future 	<p>What we should say or show about impaired driving that would change behavior</p> <ul style="list-style-type: none"> It’s a threat to your family life and over-all lifestyle It’s a threat to your career and financial success It’s a threat to your reputation – the person you’ve worked hard to become 	<p>What we should say or show about impaired driving that would change behavior</p> <ul style="list-style-type: none"> Facts Impact of injury and/or arrest on your family Legal accountability (including threat of jail time) Authority of government/police

Impaired Driving

The National Crackdown

The cornerstone of our national communications program will, of course, be the national *You Drink & Drive. You Lose.* enforcement crackdown during the Labor Day period that includes paid national media advertising and national earned media activities to support the event.

2005 You Drink & Drive. You Lose. Crackdown

- Advertising Paid Media: 8/12 – 14 & 8/18 – 8/25
- Earned Media Period: 8/12 – 9/5
- Enforcement Period: 8/19 – 9/5

While other specific details for the 2005 crackdown have not been determined, it will closely follow the model established by the 2004 crackdown when the effort mobilized more than 10,000 state and local law enforcement agencies across the country for a two and a half week (17 day) enforcement crackdown on individuals who were driving impaired. This crackdown was supported by a 15 day paid media advertising campaign to help create widespread awareness of the enforcement period.

A summary of the 2004 Impaired Driving National Paid Media Plan used to support the crackdown is included in the Appendix of this plan under Exhibit 1, page A-1.

The primary target audience for the 2004 campaign was men ages 18-34. Assessments of past mobilization efforts have shown that targeting this high-risk demographic group with paid media buys for enforcement campaigns has resulted in favorable outcomes. Although a sub-segment of this group, Latino men, has been identified as a tertiary group for non-crackdown periods, during the You Drink & Drive. You Lose enforcement crackdown, Latino men (also in the 18-34 age group) rise to an important secondary target audience in the national media buy.

Should for any reason federal funding not become available to pay for the paid advertising portion of this national enforcement blitz, then the earned media components described in this plan will become even more important.

Highly visible kick-off events at the national level and in the priority states to showcase law enforcement's commitment and leadership will be critical in carrying the crackdown message to the target audience. An aggressive program of other national earned media activities, such as development and distribution of a national video news release, and an aggressive program of strategic broadcast appearances, interviews and satellite media tours with national television and radio will also be implemented.

Impaired Driving

Bridging the Crackdowns

Interspersed around the crackdown will be a series of calendar-driven marketing events that will promote our core messages year-round.

These marketing events, which are outlined in more detail beginning on page 17, are paired with one of NHTSA's three distinct message platforms. Listed below are those messages, along with a brief rationale behind their use.

PLATFORM	RATIONALE	AUDIENCE	TAGLINE
Enforcement/Criminal Justice	Anchored in enforcement efforts and should only be used during crackdowns. Supports creative elements that communicate “the real costs” of driving impaired and all you stand to lose: your license, your freedom, even your life. If used without a strong law enforcement push, the message could become diluted.	Males, ages 18-34	<i>You Drink & Drive. You Lose.</i>
Youth	Used to communicate anti-DUI messages to younger audiences. Primary intent is to communicate that underage drinking is illegal and getting a DUI is something that affects the rest of your life.	High school and college students, ages 16-20	New tagline to be developed
Intervention	An intervention message, asking friends to be aware of each other's actions and be a true friend and get designated drivers for each other. Supported by beer and alcohol companies, so use is appropriate at events and locations where those companies have high profiles – music or sports events, restaurants, convenience stores.	Males, ages 18-34 and high school & college students, ages 16-22	Friends Don't Let Friends Drive Drunk

Detailed event mini-planners or toolkits will be made available to our many partners in both English and Spanish versions on www.stopimpaireddriving.org. Each mini-planner will be available on the Web site three months prior to the beginning of the event in order to give partners time to initiate their own planning activities. The mini-planners will include helpful research, information, strategy, targets, and downloadable marketing tools to help our partners develop more effective communications activities coordinated with the national program. In many cases, the mini-planners will outline guerrilla marketing and nontraditional media ideas, which will make the programs more effective at minimal cost to our partners.

Opportunities for corporate and sports-marketing partnerships to provide promotional support for impaired driving initiatives in conjunction with certain calendar marketing events will also be recommended. These promotional partnerships will be announced in the mini-planners as appropriate.

Impaired Driving

A Schedule of Year-Round Marketing Activities To Counter Impaired Driving

To reach out to and remain in regular, recurring contact with targeted high risk populations for impaired driving, a variety of specific year-round event initiatives with potential activities, alliances and mini-planner materials are outlined on the following pages.

These promotional ideas are offered only to support and assist state and local partners in developing their own unique promotional programs and activities.

It is our hope that our many marketing partners will review the themes and activities provided in this plan, as

well as the ongoing series of mini-planner resources made available throughout the year in both English and Spanish versions on www.stopimpaireddriving.org, and then tailor these ideas and resources to fit their own unique marketing objectives, situations and needs.

For instance, there may be some cases where a “non-enforcement” theme line is suggested around a particular holiday or event opportunity in this plan, but if a local partner intends to include a strong and visible law enforcement blitz as part of their event effort, then clearly an enforcement-driven theme line such as *You Drink & Drive. You Lose.* should be considered or incorporated instead.

Impaired Driving

January 2005

Calendar Event

Super Bowl Sunday

Primary Purpose

To remind all Super Bowl partygoers of the dangers of impaired driving and to promote the use of designated drivers and safe/sober ride options.

Window of Opportunity

January 24 - February 6, 2005

Message of Emphasis

Friends Don't Let Friends Drive Drunk.
Designated Drivers and Sober Rides

Primary Audiences

All Men 18-34 (with emphasis on Risk Takers and Blue Collars)

College Students (male and female with male skew, ages 18-22)

Secondary Audiences

Men, ages 35-59, higher income, professional/managerial

Young Women, ages 21-25, just finishing college or starting first jobs

Event Theme

"Complete the Pass on Super Sunday. Give Your Keys to a Designated Driver. Friends Don't Let Friends Drive Drunk."

Suggested Partnerships and Alliances

TEAM Coalition with emphasis on National Football League – push for unique NFL/United Way spot focused on a player-supported community sober rides program.

AAA (American Automobile Association) and taxicab companies with local television and radio stations promoting use of designated drivers and publicizing sober ride options.

Sports bars and restaurants – special push for point-of-purchase displays and special "Designated Drivers Eat Free" or other deals to reward designated drivers.

ESPN – pre-game Super Bowl Week events and promotions at ESPN SportsZones.

Proposed Media Relations Activities

National and state-by-state same-day press release announcing Super Sunday initiative and listing state-by-state metro area resources for sober ride options.

Individual press releases throughout the period announcing specific partnership/alliance initiatives as outlined above.

Suggested Mini-Planner Components

Unique collateral templates for:

- Handout card art
- Window static clings/bumper stickers
- Coaster/napkin art
- Poster art
- Point-of-purchase displays for sports bars and restaurants
- Uniquely designed "Forward to Five Friends" viral marketing e-mail
- Art for guerrilla advertising indoor restroom boards

Customizable press materials for:

- Suggested talking points
- Basic news release
- Basic fact sheet
- Sample op-ed from state highway safety/law enforcement official
- Sample letter to editor
- Sample radio PSA script
- Sample print PSA

Impaired Driving

March 2005

Calendar Event

St. Patrick's Day

Primary Purpose

To remind all St. Patrick's Day revelers of the dangers of impaired driving, and to promote the use of designated drivers and safe/sober ride options.

Window of Opportunity

March 1-17, 2005

Message of Emphasis

Friends Don't Let Friends Drive Drunk
Designated Driver and Sober Rides

Primary Audiences

All Men 18-34 (with emphasis on Risk Takers and Blue Collars)

Secondary Audience

Young Women, ages 21-25, just finishing college or starting first jobs

Event Theme

*"Luck Won't Keep You Out of Jail This St. Patrick's Day, But a Designated Driver Will.
Friends Don't Let Friends Drive Drunk."*

Suggested Partnerships and Alliances

Local law enforcement agencies and officials

AAA (American Automobile Association) and taxicab companies with local television and radio stations promoting use of designated drivers and publicizing sober ride options.

Sports bars and restaurants – special push for point-of-purchase displays and special "Designated Drivers Eat Free" or other deals for designated drivers.

Proposed Media Relations Activities

National and state-by-state same-day press releases announcing holiday initiative and listing state-by-state metro area resources for sober ride options.

Individual releases throughout the period announcing specific partnership/alliance initiatives as outlined above.

Suggested Mini-Planner Components

Unique collateral templates for:

- Handout card art
- Window static clings/bumper stickers
- Coaster/napkin art
- Poster art
- Point-of-purchase displays for bars and restaurants
- Uniquely designed "Forward to Five Friends" viral marketing e-mail

Customizable press materials for:

- Suggested talking points
- Basic news release
- Basic fact sheet
- Sample op-ed from state highway safety/law enforcement official
- Sample letter to editor
- Sample radio PSA script
- Sample print PSA

Impaired Driving

April/May 2005

Calendar Event

Cinco de Mayo

Primary Purpose

To leverage this growing day of festivities to alert the target audiences of the real dangers of impaired driving, and to promote the use of designated drivers at all times.

Window of Opportunity

April 25-May 5, 2005

Message of Emphasis

Friends Don't Let Friends Drive Drunk.
Designated Driver and Sober Rides

Primary Audiences

All Men 18-34 (with emphasis on Risk Takers and Blue Collars)

College Students (male and female with male skew, ages 18-22)

Secondary Audience

Young Women, ages 21-25, just finishing college or starting first jobs

Event Theme

"A Slice of Lime Won't Make a DUI Go Down Any Easier."
Friends Don't Let Friends Drive Drunk.

Suggested Partnerships and Alliances

Local law enforcement agencies and officials

AAA (American Automobile Association) and taxicab companies with local television and radio stations promoting use of designated drivers and publicizing sober ride options.

Sports bars and restaurants – special push for point-of-purchase displays and special "Designated Drivers Eat Free" or other deals for designated drivers.

Proposed Media Relations Activities

National and state-by-state press releases announcing the special campaign.

Individual releases throughout the period announcing specific partnership/alliance initiatives as outlined above.

Suggested Mini-Planner Components

Unique collateral templates:

- Handout card art
- Window static clings/bumper stickers
- Coaster/napkin art
- Poster art
- Point-of-purchase displays for bars, restaurants and convenience stores

Customizable press materials for:

- Suggested talking points
- Basic news release
- Basic fact sheet
- Sample op-ed from state highway safety/law enforcement/public school official
- Sample letter to editor
- Sample radio PSA script
- Sample print PSA

Impaired Driving

June/July 2005

Calendar Event

Summer Sports/Music Festivals including July 4th

Primary Purpose

To remind younger target audiences of the real dangers of impaired driving and to promote the use of designated drivers and safe/sober ride options at all times.

Window of Opportunity

June 13-July 4, 2005

Message of Emphasis

New youth tagline to be developed
Plan Ahead. Designate a Sober Driver Every Time.

Primary Audiences

High School and College Age – male and female with male skew, ages 15-20.

Secondary Audiences

All Men 18-34 (with emphasis on Risk Takers and Blue Collars)

Young Women, ages 21-25, just finishing college or starting first jobs

“Newly Arrived” Latino Immigrants – primarily male, ages 18-34

Event Theme

“Don’t Turn Your Summer Into a Bummer.”
Tagline TBD.

Suggested Partnerships and Alliances

Local law enforcement agencies and officials

RADD (Recording Artists, Actors and Athletes Against Drunk Driving) – with a special emphasis on reaching the targets and delivering the message at summer concert/music festival and sports venues.

TEAM Coalition with emphasis on major league and minor league baseball at the ballparks throughout the summer.

Summer Soccer to reach Latino audience

AAA (American Automobile Association) and taxicab companies with local television and radio stations promoting use of designated drivers and publicizing sober ride options.

Proposed Media Relations Activities

National and state-by-state same-day press releases announcing new youth tagline initiative and activities.

Explore the use of summer-long “Name and Shame” publicity campaigns in conjunction with daily newspapers where those arrested for impaired driving are listed in a special box in the newspaper each week as a further deterrent to driving while impaired.

National press conference, news release and video news release highlighting the weekend’s “Memorial on the Mall” tribute featuring the placement of one small American flag for each impaired driving fatality across the nation during the previous year. Similar same-day events can be held at each state capitol featuring state flags corresponding to the number of impaired driving fatalities in the state during the preceding year.

Individual releases throughout the period announcing specific partnership/alliance initiatives as outlined above.

Suggested Mini-Planner Components

Unique collateral templates for:

- Art for guerrilla marketing indoor restroom boards at summer music and sports venues
- Handout card art
- Window static clings/bumper stickers
- Coaster/napkin art
- Poster art
- Point-of-purchase displays for bars, restaurants and convenience stores
- Uniquely designed “Forward to Five Friends” viral marketing e-mail
- Movie screen art

Customizable press materials for:

- Suggested talking points
- Basic news release
- Basic fact sheet
- Sample op-ed from state highway safety/law enforcement/public school official
- Sample letter to editor
- Sample radio PSA script
- Sample print PSA

Impaired Driving

August/September 2005

Calendar Event

You Drink & Drive. You Lose. National Enforcement Crackdown

Primary Purpose

To generate maximum exposure for national impaired driving enforcement crackdown.

Window of Opportunity

August 15-September 5, 2005

Message of Emphasis

You Drink & Drive. You Lose.

Primary Audiences

All Men 18-34 (with emphasis on Risk Takers and Blue Collars)

College Students (male and female with male skew, ages 18-22)

Secondary Audiences

Men, ages 35-59, higher income, professional/managerial

Young Women, ages 21-25, just finishing college or starting first jobs

Event Theme

You Drink & Drive. You Lose.
Your License. Your Freedom. Your Life.

Suggested Partnerships and Alliances

National, state and local law enforcement agencies

TEAM Coalition – with emphasis on Major League Baseball (MLB) and National Football League (NFL) – in conjunction with start of NFL season

Mothers Against Drunk Driving (MADD)

Proposed Media Relations Activities

National and state-by-state same-day press conferences and news releases announcing the mobilization.

Prepackaged video news release geared toward medium and small-sized markets.

National press interviews on programs like ABC Good Morning America, NBC Today, CBS Early Show, FOX Mornings, etc., and national radio shows and networks.

Satellite media tour focused on top national TV markets, etc.

Ideally release national state-by-state results of official alcohol fatality numbers

Individual releases throughout the period announcing specific partnership/alliance initiatives as outlined above.

Suggested Mini-Planner Components

Unique collateral templates for:

- Handout card art
- Window static clings/bumper stickers
- Coaster/napkin art
- Poster art
- Point-of-purchase displays
- Uniquely designed “Forward to Five Friends” viral marketing e-mail

Customizable press materials for:

- Suggested talking points
- Basic news release
- Basic fact sheet
- Sample proclamation endorsing mobilization
- Sample op-ed from state highway safety/law enforcement official
- Sample letter to editor
- Sample radio PSA script
- Sample print PSA
- Fill-in-the-blank press release for Congressional office use in declaring support for crackdown

Impaired Driving

October 2005

Calendar Event

Halloween

Primary Purpose

To leverage the burst of holiday hype surrounding Halloween and layer on a new reminder of the real risk of death, disfigurement or disability that comes from impaired driving.

Window of Opportunity

October 17-31, 2005

Message of Emphasis

Friends Don't Let Friends Drive Drunk.

Primary Audiences

All Men 18-34 (with emphasis on Risk Takers and Blue Collars)

College Students (male and female with male skew, ages 18-22)

Secondary Audience

Young Women, ages 21-25, just finishing college or starting first jobs

Event Theme

*"Don't Turn Halloween Into a Nightmare.
Friends Don't Let Friends Drive Drunk."*

Suggested Partnerships and Alliances

Local law enforcement agencies and officials

AAA (American Automobile Association) and taxicab companies with local television and radio stations promoting use of designated drivers and publicizing sober ride options;

National restaurant and bar chains (Friday's, Bennigan's, Ruby Tuesday's, etc.) – "Designated Drivers Eat Free" or other special deals/benefits

Proposed Media Relations Activities

Press conferences in hospital emergency rooms or in front of severely wrecked cars from impaired driving crashes to announce the holiday initiative.

Individual releases throughout the period announcing specific partnership/alliance initiatives as outlined above.

Suggested Mini-Planner Components

- Unique collateral templates for:
 - Handout card art
 - Window static clings/bumper stickers
 - Coaster/napkin art
 - Poster art
 - Point-of-purchase displays for sports arenas
 - Uniquely designed "Forward to Five Friends" viral marketing e-mail

Customizable press materials for:

- Suggested talking points
- Basic news release
- Basic fact sheet
- Sample op-ed from state highway safety/law enforcement official
- Sample letter to editor
- Sample radio PSA script
- Sample print PSA

Impaired Driving

December 2005

Calendar Event

Holiday Season/New Year's Eve

Primary Purpose

To remind all New Year's holiday partygoers of the real dangers of driving while impaired– and to promote the use of designated drivers – and safe/sober ride options.

Window of Opportunity

December 1, 2005 – January 2, 2006

Message of Emphasis

Friends Don't Let Friends Drive Drunk.

Primary Audiences

All Men 18-34 (with emphasis on Risk Takers and Blue Collars)

College Students (male and female with male skew, ages 18-22)

Secondary Audiences

Men, ages 35-59, higher income, professional/managerial

Young Women, ages 21-25, just finishing college or starting first jobs

Event Theme

*"This Holiday Season, If You Catch a Buzz, Catch a Ride."
Friends Don't Let Friends Drive Drunk."*

Suggested Partnerships and Alliances

State and local law enforcement agencies and officials;

Mothers Against Drunk Driving

National partners of Drunk & Drugged Driving Prevention Month

National movie theater chains – to unveil anti-impaired driving movie preview screens during this peak holiday movie season

AAA (American Automobile Association) and taxicab companies with local television and radio stations promoting use of designated drivers and publicizing sober ride options;

National restaurant and bar chains (Friday's, Bennigan's, Ruby Tuesday's, etc.) – "Designated Drivers Eat Free" or other special deals/benefits

Proposed Media Relations Activities

National and state press releases highlighting proclamations of Drunk and Drugged Driving Prevention Month and announcing active support for MADD's Tie One on for Safety "Project Red Ribbon" holiday memorial campaign (that features use of red lapel ribbons, red ribbons on cars, red ribbons wrapping public places, etc.) throughout the month.

Work with national and state partners to set up same-day multiple state memorials in state capitals or major market cities to memorialize the victims of impaired driving crashes. Use personal testimonials to underscore the human tragedy and visual symbols such as candlelit luminaries, strategic placement of empty shoes, etc., symbolizing each fatality to underscore the number of lives lost in each state each year to impaired driving.

Individual releases throughout the period announcing specific partnership/alliance initiatives as outlined above.

Suggested Mini-Planner Component

Unique collateral templates for:

- Handout card art
- Window static clings/bumper stickers
- Coaster/napkin art
- Poster art
- Point-of-purchase displays for sports arenas
- Uniquely designed "Forward to Five Friends" viral marketing e-mail
- Art for movie preview screens

Customizable press materials for:

- Suggested talking points
- Basic news release
- Basic fact sheet
- Sample op-ed from state highway safety/law enforcement official
- Sample letter to editor
- Sample radio PSA script
- Sample print PSA
- Sample proclamation for National 3D Month